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lateral edge sections of said sheet, and wherein said sheet is adapted to roll and unroll with each of said second and said third rods.

15. A display arrangement as claimed in claim 14, wherein said lower edge section of said sheet and said third rod are adapted for connecting to said base unit.

16. A display arrangement as claimed in claim 1, wherein said second rod is connected to said sheet, wherein said third rod relates to an adjacent base unit, and wherein said second rod and said third rod are resilient members.

17. A display arrangement as claimed in claim 1, wherein said base unit has a recess at an end wall that is adapted to cooperate with a protrusion in an adjacent second base unit.

18. A display arrangement as claimed in claim 1, wherein at least a portion of said first lateral edge section or said second lateral edge section has a magnetic strip magnetized in a transverse direction.

19. A display arrangement as claimed in claim 18, wherein a portion of each of said first lateral edge section and said second lateral edge section has a substantially parallel magnetic strip.

20. A display arrangement as claimed in claim 1, wherein at least a portion of said first lateral edge section or said second lateral edge section has a magnetic strip that is magnetized in a longitudinal direction.

21. A display arrangement as claimed in claim 1, wherein at least a portion of said first lateral edge section faces away from at least a portion of said second lateral edge section, wherein said first lateral edge section has a first steel strip and said second lateral edge section has a second parallel steel strip, and wherein said first steel strip and said second parallel steel strip cooperate with a magnetic strip.

22. A display arrangement as claimed in claim 21, wherein said first lateral edge section has said magnetic strip and said second lateral edge section has a second magnetic strip, and wherein said second magnetic strip cooperates with said magnetic strip for replacing said parallel steel strip.

23. A display arrangement as claimed in claim 22, wherein said parallel steel strip has a thickness, and wherein

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said thickness is in a range selected from the group consisting of 0.1 millimeters, 0.2 millimeters, 0.3 millimeters, about 0.1 millimeter to about 0.3 millimeter, and any combinations thereof.

24. A collapsible display arrangement comprising:

a base unit for placing against and resting or supporting the collapsible display arrangement upon a support surface;

a sheet being formed from a rollable material, said sheet adapted to be rolled or unrolled, said sheet having an image that appears thereon;

a first rod as a support for cooperating with said base unit and for retaining said sheet in an exposed state, said sheet in said exposed state having an upper edge section, a first lateral edge section, and a second lateral edge section, wherein said upper edge section is connected to a second rod provided with a plurality of permanent magnets with at least one of said plurality of permanent magnets is on an end portion of said second upper rod, wherein each of said permanent magnets are oriented and have a magnetization direction, wherein each of said permanent magnets has an attractive force that will cooperate with an adjacent second oriented permanent magnets, said adjacent second permanent magnets being connected to an adjacent second display arrangement,

wherein at least one permanent magnets of said plurality of permanent magnets has a magnetization direction causing an attractive force to said second oriented permanent magnets whereby said first lateral edge section of said sheet is oriented adjacent to a second lateral edge section related to said second display arrangement, wherein said second rod has a reinforcement in a longitudinal direction, wherein said upper edge section of said sheet is connected to said second rod and, wherein said reinforcement has a length shorter than said second rod.

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